



SHAPING THE STORY OF INDIA



At PRana 2024, India's finest storytellers and visionaries came together to ignite conversations that shape our nation's narrative. Their insights carried the power to influence India's future and enrich its evolving story!



300Wise

India's finest Storytellers



The Power of Communications and its Role in Nation Building



Deeptie Sethi
CEO of PRC AI

Last year, India hosted the G20 Summit in New Delhi, marking a defining moment in the nation's diplomatic journey. During India's Presidency, the world turned its attention to a rising India. Why? Because India's communication was bold, clear, and impactful. With sharp strategy and a strong key message, India redefined the global narrative.

From championing the inclusion of the African Union as a permanent member—correcting decades of marginalization—to asserting the importance of the Global South, India's leadership spoke volumes. This wasn't just diplomacy; it was a demonstration of the transformative power of communication.

That is the true strength of storytelling—driving change, shaping perceptions, and inspiring progress.

Prana 2024: Crafting India's Next Chapter

On September 24, 2024, PRC AI—the country's most credible communication body—ushered in a new era with **PRana 2024: Shaping the Story of India**. This landmark event wasn't just a gathering; it was a convergence of India's most influential voices—opinion leaders and shapers—united to reflect, reimagine, and redefine the indelible role of communication in our nation's story.

For decades, Public Relations has been the silent force driving progress, building reputations, and laying the foundation for growth. Over the past ten years, the PR industry has witnessed double-digit growth, climbing from ₹2,500 crore last year to a projected ₹3,500 crore by 2027. Beyond numbers, it is emerging as a pivotal driver in India's nation-building journey.

A Nation at the Cusp of Transformation

India stands on the brink of a new era, as a country, *Bharat*, poised to become the world's third-largest economy. Over the last decade, it has led the charge in global climate action, limiting carbon emissions, taken bold stands in trade negotiations, and championed the causes of the Global South. The progress is not just economic; it is deeply rooted in the art of storytelling—shaping a narrative of resilience, aspiration, and leadership.

PRana 2024 celebrates this Great Indian Dream of true development. It is a platform where strategy meets storytelling, where innovation meets communication, and where leadership drives impact.

At this transformative event, PRCI unveiled #BharatKiBaat2024, a citizen index report capturing the aspirations of India's people and their vision for the next five years. It is not just a report—it's a roadmap for what India can and will achieve.

Building a Future of Innovation and Impact

Prana 2024 is more than an event; it's a movement—a tribute to the power of communication to inspire, unite, and lead. As India's narrative evolves, the role of communicators will only grow more significant. Together, they will continue shaping a story of resilience, innovation, and unstoppable progress.

PR has a unique responsibility of not just reflecting the world as it is, but envisioning the world as it could be. ”



It's not every day that we get to be in a room full of people who are not just leaders and influencers but also storytellers at heart. And that's exactly what today is about—storytelling. Not the kind we usually see in films or books, but the kind that has the power to shape the future of an entire nation.

As professionals in the communication industry, we know better than anyone the incredible power of a well-crafted narrative. We shape perceptions, build reputations, and, in many ways, guide public sentiment. But beyond that, we have the unique responsibility of not just reflecting the world as it is, but envisioning the world as it could be. I personally believe that the stories we tell today will do more than just inform—they'll inspire, influence, and drive the changes we need to see for a brighter future.

We are especially excited about the launch of a new '300Wise' speech format. In just five minutes, we'll hear from some incredible minds who will share their vision for India@100. It's fast-paced, high-impact, and a lot of fun.

Another key highlight of the PRana 2024 convention is the unveiling of the whitepaper, 'BharatkiBaat 2024.' This is more than just a compilation of data; it is a reflection of the hopes and dreams of over 185,000 Indians from every corner of our nation. We're talking about real aspirations from real people, covering everything from sustainability and technology to education and healthcare. What do they want for the future? How do they see India growing? It's all in there, and the full report is available on our website: www.prcai.org/prana2024.

You know, as storytellers, we have a pretty special role to play. We're not just here to share information; we're here to spark inspiration. To create stories that resonate, that move people, and that push them to take action.

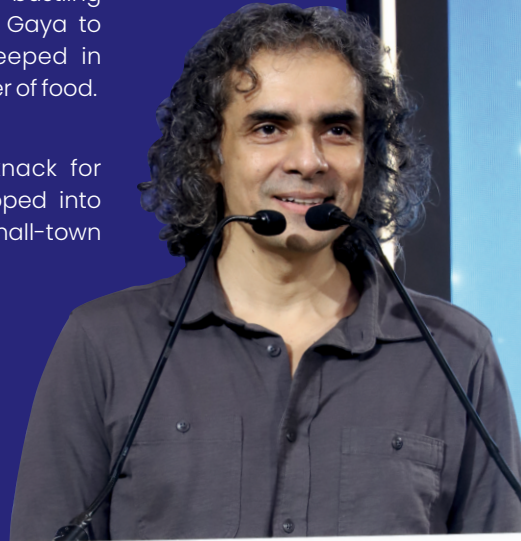
A Nation is Driven by the Power of Stories

In the vibrant city of Kolkata, where the rhythmic pulse of life is matched only by the clamor of the streets, Rahmania Restaurant stands as a culinary beacon. At the heart of this bustling eatery is Israfil, a cook whose journey from Gaya to Kolkata—and then overseas—is a story steeped in tradition, passion, and the transformative power of food.

Imtiaz Ali, a renowned filmmaker with a knack for weaving deep, introspective narratives, stepped into this sensory world to narrate the story of a small-town cook whose food reflects the essence of the idea of India—a country whose warmth and flavors have enamored the world.

Speaking at PRana 2024 on the topic '*The Story Begins: The Changing Story of India*,' Ali drew upon a powerful insight from Yuval Noah Harari's book *Sapiens*: the idea that storytelling is humanity's greatest strength. Harari suggests that Homo sapiens' dominance came not from physical prowess but from their ability to create and share stories—imaginative narratives that united people and drove progress.

This concept resonates in the context of Israfil's work. His dishes, rich with the flavors of his homeland, are narratives unto themselves. Each meal tells a story of migration, adaptation, and the fusion of cultures.



Imtiaz Ali
Film Director



Ali contemplated how, in today's world, stories continue to hold immense power. As global media battles for control over narratives, the ability to craft and share stories remains a vital tool for influencing and shaping society—a role essayed by public relations and communication professionals.

Ali's lens then shifted to a broader reflection on India's growth. He explored the idea that many aspects of India's progress are often overlooked. As the nation strides toward its centenary, there is a pressing need to re-examine and challenge prevailing narratives. Following a set path without questioning will not lead to the transformative growth that India aspires to. Instead, it is essential to challenge established narratives and craft new stories that reflect a more nuanced and inclusive vision for the country.

The filmmaker then transitioned to a theme that is deeply personal and transformative: women's empowerment. Ali highlighted the historical loss of potential due to gender inequality and acknowledged the significant shift that has occurred. As more women step into roles of influence and opportunity, their contributions are reshaping India's growth trajectory. This change marks a crucial aspect of India's progress—a sign of a truly progressive society where safety and advancement for women are paramount.

Social media plays a pivotal role in amplifying these stories, bringing to light the ongoing progress that might otherwise go unnoticed. Through these platforms, the stories of women's achievements and challenges are shared, celebrated, and built upon, he noted.

Ali's storytelling then delved into the essence of India—its diversity and philosophical depth. India's unique ability to navigate a multitude of languages and cultural contexts speaks to its collective intelligence. This intellectual richness is a defining feature of Indian identity, offering a distinct perspective in global conversations.



Yet, Ali identified a crucial element that India must cultivate to assert itself as a global leader. pride. Unlike ego, which is superficial and fleeting, true pride is rooted in truthfulness and respect. It is about acknowledging and embracing one's heritage and using that understanding as a foundation for future progress

Ali's storytelling reflected the essence of India's evolving identity—a nation driven by the power of stories and the courage to shape its own future. He closed his remarks with a poignant reminder: by reconnecting with the stories that have shaped us and embracing the moral lessons they offer, we can chart a path forward that honors our past and illuminates our future.





From Mythology to Modernity, the Timeless Importance of Reputation

Mythology, derived from the Greek word *muthos*, meaning "story," is particularly fitting for the PR community, which is deeply engaged with the concept of reputation.

Speaking at PRana 2024 on the topic *Indian Values and Culture as Lever*, mythologist and author Devdutt Pattanaik noted, "When I first heard of this session, I found it intriguing because the group is named PRana. I immediately thought of the mythological line from the Ramcharitmanas: '*Prana jaye par vachan na jaye*.' Although this line is relatively recent—only 500 years old compared to the 2,000-year-old *Valmiki Ramayana*—it encapsulates the essence of reputation."

Pattanaik delved into the ancient emphasis on reputation, explaining that the 500-year-old Ramcharitmanas reflects the royal family's obsession with their reputation. "The Ramayana, which addresses the kings of India, serves as a guide on kingship, focusing on the importance of royal integrity in shaping reputation. **Thus, when we discuss reputation, we are fundamentally discussing integrity," he said.**

He further illustrated the concept of integrity through Buddhist literature, specifically the *Dasaratha Jataka*, a Buddhist retelling of the *Ramayana*. "This story features a young prince who is to live in the forest for 12 years, with his father assuring him that he will return safely. Unlike the Hindu *Ramayana*, this Buddhist version highlights the prince's journey," Pattanaik explained.

Addressing the role of reputation in India's expansion, Pattanaik mentioned his frequent role in explaining India to foreign investors and directors. "I'm often asked to clarify what India is all about to people from other countries," he said.

Pattanaik expressed his belief in the Indian ethos, asserting, "I've never understood why Indians feel defensive about India. We don't need to impress the world. We simply are what we are. We must help others understand our differences. We are not better or worse than others; we are different due to our history, geography, population, and diversity."

Regarding diversity, Pattanaik criticized the academic world for its oversight.

 *India is a classic example of diversity, yet no professor of diversity and inclusion uses India as a case study. This is a form of academic arrogance. We have more languages, communities, and complexities than anywhere else in the world.*

Pattanaik described India as a land of choices rather than binary judgments of right and wrong. He compared this with Western monotheistic traditions, where there is often a rigid view of morality. "In contrast, India offers a more flexible approach. We listen and adapt rather than imposing strict boundaries," he said.

Expanding on social responsibility, Pattanaik proposed a broader perspective. "In this worldview, profit equates to debt. The more profit you make, the more you owe the world. There is no need for a formal corporate social responsibility policy. The more elite and successful you are, the greater your debt to society. True liberation, or *moksha*, comes from giving. To truly understand India, one must grasp its underlying stories and values."

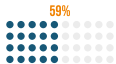


BharatkiBaat2024 revealed at PRrانا

What Brand India will achieve in the next 5 years (by 2029)?



1. Growth & Prosperity



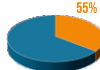
Indians believe that India will be the 3rd largest economy in the world

Indians believe that India will be the Global manufacturing hub in 5 new sectors

2. Geo-political Influence



Indians feel that India will be a permanent member of the UN and playing a global role



Indians feel that India will be able to drive Consensus creation for a convention against international terrorism

3. Infrastructure



Indians believe India will be able to expand modern road connectivity to 15,000 km of access-controlled highways

4. Healthcare



Indians believe that India will be able to make low-cost medicines available across all districts.

5. Education



Indians feel that India will be able to make major changes in school curriculum by providing foundation for emerging technologies and meeting future industry needs



Indians feel that India will be creating course-specific bridge skilling program to improve the employability of college graduates

6. Skilling, Employment, and Livelihood



Indians surveyed believe India will be able to impart technical skills to at least 2 million people enabling them to find livelihood/upgrade earnings



Investing in infrastructure to create 5 million direct jobs/livelihood opportunities

7. Ease of living in cities and digital governance



Indians believe India will be able to make major accomplishments in areas like enabling piped gas connections and filing police complaints online



Indians believe India will be able to make major accomplishments in areas like digitisation and registration of property and land records

8. Technology and Innovation



Indians believe that India will be able to launch Gaganyaan and land an astronaut on the moon

9. Communications and Information



Indians believe authentic and timely communication and information delivered via authorised mediums will be critical for India to achieve trust and progress in the key development areas in the next 5 years

This PAN India study received over 180,000 responses from over 40,000 citizens located in 396 districts of India. 64% respondents were men while 36% respondents were women. respondents were from tier 1, 24% from tier 2 and 35% respondents were from tier 3, 4, 5 and rural districts. The survey was conducted via the LocalCircles platform and all participants were validated citizens who had to be registered with LocalCircles to participate in this study.

A Journey from a Developing to Developed Nation Through Strategic Communications



In a vibrant conference hall filled with industry leaders and innovators, Dr. Neeraj Mittal, Secretary of the Department of Telecommunications, stood at the podium, his voice resonating with a mix of optimism and urgency as the keynote speaker at PRana 2024: Shaping the Story of India. "The BharatkiBaat 2024" whitepaper, published by PRCAl ahead of this talk, encapsulates the aspirations of the people of India," he began, capturing the attention of the audience. "As the BharatkiBaat by PRCAl stated, the overwhelming majority believe we can transform India from a developing nation into a developed one, as our Prime Minister often emphasizes."

As BharatkiBaat by PRCAl stated, the overwhelming majority believe we can transform India from a developing nation into a developed one, as our Prime Minister often emphasizes.



Speaking at PRana 2024, he recalled a recent conversation with Suhasini, a colleague from his IIT-Kanpur days. "Her sister, Geetanjali, was also a fellow student. She mentioned how many people migrate to the U.S. and how essential it is for those who want to make a difference to remain in India." Dr. Mittal's journey had brought him back to India time and again, despite opportunities abroad. "My father once told me, 'Neeraj, there's so much happening in India.' That conviction led me to join the DOT, and now, years later, I find myself as its chairman."

The memories flowed as he shared the rich tapestry of India's cultural history. "We have assimilated influences from so many cultures. Did you know that jalebi and samosa have Persian origins?" He smiled, igniting curiosity in the room. "We must acknowledge this heritage while fostering a narrative of pride in our nation's achievements."

His tone grew passionate as he highlighted India's resilience and potential. "Despite the shadows of colonialism, we've demonstrated remarkable strength. The narratives we share through PR are crucial in conveying our capabilities and achievements. We've emerged from crises like COVID-19, showcasing our strength in technology and democracy."

Dr. Mittal pointed to the past decade as transformative for India. "From Y2K to COVID, we have turned challenges into opportunities. Today, approximately 60–70% of people believe India can become the third-largest economy soon." He quoted the Prime Minister's mantra:

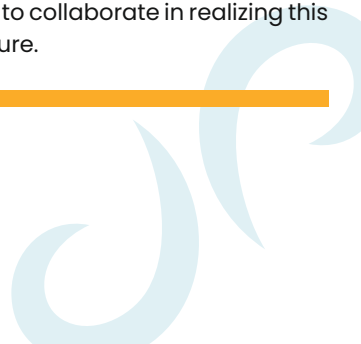
"Perform, reform, transform, and now, inform. This is where our PR community plays a pivotal role."

He reflected on the foundational changes in India's economy—the JAM trinity of Jan Dhan, Aadhaar, and Mobile Technology, plus the burgeoning startup ecosystem, which now boasts over 1.3 lakh startups and 111 unicorns. "With our vast population, we have the potential to excel not just in business but in every field, from defense to green technology," he asserted.

As he elaborated on the government's initiatives, Dr. Mittal highlighted the strides in infrastructure development, stating, "We're building 34 kilometers of highways every day! We've transformed our road network and introduced new trains like Vande Bharat." His enthusiasm was infectious as he explained the ongoing efforts to reduce transaction costs and enhance ease of doing business.

"India is also becoming a hub for global capability centers, employing millions. We're not just participants in the global economy; we're essential players," he emphasized. With examples from startups in quantum technology and space, Dr. Mittal painted a picture of an India on the cusp of greatness.

"In 2047, we won't just pass on dreams to our future generations; we'll pass on a thriving, developed nation. The steps we take today are crucial." He concluded with a call to action, thanking PRCAI for the opportunity to share this vision and urging the audience to collaborate in realizing this ambitious future.





The Power of Purpose and Emotional Quotient

Dr. Deepa Malik

Padmashree Khel Ratna Awardee,
Para-athlete, Paralympian

A At PRana 2024, Dr. Deepa Malik, a renowned Paralympian, emphasized the crucial role of emotional quotient and sports in shaping one's identity and capabilities. Reflecting on her experiences, Dr. Malik spoke about the profound transformation she underwent, from being bedridden and written off as a "patient" to achieving international acclaim as a para-athlete.

Dr. Malik began by recounting a pivotal moment from her past: "Twenty-five years ago, after my surgeries, I was left paralyzed from the chest down. People said I would die alone in my own waste, with my emotional state in shambles. But, my situation changed dramatically when I moved from hospital exercises to sports training. In the hospital, I was just a patient; in the gym, I became an international para-athlete. The label of 'athlete' brought a wave of positive emotions—confidence, empowerment, and a sense of rising above my disabilities."



Kaveree Bamzai, Journalist, led the track on Reputation Inspired by Emotional Quotient. She said, "I can see how stories can drive us to be much better than who we are and to be the best version of ourselves."

Discussing India's progress towards becoming a developed nation by its centennial, Dr. Malik highlighted the importance of inclusivity and equity. *"The vision of 'Viksit Bharat,' or a developed India, will only be realized if we address key areas such as accessibility and the treatment of women, senior citizens, and persons with disabilities. Initiatives like Beti Bachao, Beti Padhao, the Fit India Movement, Sugamya Bharat, and Swachh Bharat are essential. They are not just campaigns but foundational pillars for our country's development."*

Dr. Malik also shared her personal journey of overcoming obstacles. She spoke about the impact of sports on her and her family's lives. "If my parents hadn't supported me or if we hadn't focused on emotional well-being, neither I nor my daughter would be where we are today. My daughter, who also faced disability early in life, is now a Forbes 30 Under 30 honoree and a medalist. Sports have empowered us and shifted perceptions from disability to ability."

Her commitment to sports and inclusivity extends beyond personal achievements. Malik stressed that a country's progress is reflected in its citizens' health and fitness. "Sports do not just build physical strength; they boost emotional health and self-confidence. Today, I can proudly attend events in my tracksuit, representing India with pride."

Malik emphasized the importance of passing down positive values and setting an example for future generations. "My purpose has been to prove my abilities and be a role model for my daughters. If we do not hand down resilience and positivity, we risk perpetuating negativity and trauma."

Reflecting on the progress of women para-athletes, Dr. Malik noted the significant changes over the years. "In 2016, I was the only female medalist. Today, out of 21 medals, 11 are won by women para-athletes. The number of female medals increased from one in Rio to three in Tokyo, and on August 30, three medals were won by women in one day. By September 2, India had won eight medals, equally divided between men and women. This illustrates the power of storytelling and how one medal can inspire a significant increase in representation and success."

Dr. Malik concluded by underscoring the transformative power of storytelling and purpose.



"Each one of us has a duty to share our sense of purpose, whether by destiny, chance, or design. It is our moral responsibility to make the world a better place and pass on a beautiful world to the next generation. For me, an inclusive India means end-to-end accessibility in mindset, infrastructure, and digital areas. Platforms like PRana 2024 are vital for exchanging ideas and creating awareness, which can touch lives and drive change."

Art's Transformative Power in Reviving India's Cultural Heritage



Abhishek Poddar
Museum of Art and Photography

Art is not life-threatening like love—people can live without it—but once you experience it, you can never go back. Art has overtaken my life, and MAP has become the meaning and purpose of my life.

At PRana 2024, organized by the Public Relations Consultants Association of India (PRCAI), Abhishek Poddar, founder of the Museum of Art and Photography (MAP), talked about the significance of art and the urgent need to preserve and celebrate India's rich cultural heritage.

Poddar opened his talk with a personal reflection on the impact of art. "Art is something that creeps up on you," he began. "It's not life-threatening like love—people can live without it—but once you experience it, you can never go back. Art has overtaken my life, and MAP has become the meaning and purpose of my life."

He drew a poignant comparison between iconic Western art and Indian heritage. "Consider the 'Last Supper' from the late 1400s, a masterpiece recognized worldwide. But, what about our own art? Here's an image of the Ajanta murals from around 5600 BC.

This is how we have treated it," he said, highlighting the neglect faced by Indian art. "India@100 cannot be known for being the greatest producer of art while simultaneously being the greatest neglecter of it."



The last Supper, Leonardo da Vinci, between 1495 and 1498

Poddar's journey to revitalize Indian art began with a realization that despite some of the greatest Indian art exhibitions being held, many took place outside India. "If nobody else was going to do it, I decided to take action," he explained. Coming from a business background rather than an art one, Poddar leveraged his skills to assemble a team of experts and sought support from corporate India. "Making explosives helps—people don't say no to you. We've been fortunate to receive support from various quarters, driven by belief in the vision and, occasionally, by a reluctance to test my patience further."

We lose 1% of our heritage every year, a statistic that's alarming yet not widely understood.



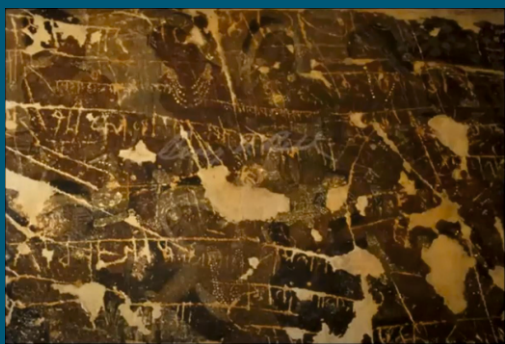
Digitally restored by Photographer Benoy K behl 2nd Century BCE Cave No. 70 Ajanta Cave Painting

One of Poddar's shocking revelations was the annual loss of India's heritage. "We lose 1% of our heritage every year, a statistic that's alarming yet not widely understood. If it were 1% of our waterways or forest cover, the implications would be immediately clear. But 1% of our heritage—what does that mean?"

Government Support for the Arts (USD)



He further critiqued India's investment in the arts. "Our country spends just 10% more on art, culture, and heritage than the Metropolitan Museum in New York, despite having over a thousand government museums and countless cultural institutions." This disparity underlined the necessity of MAP, which he described as focusing on eight key areas of cultural engagement.



Original Cave painting 2nd Century BCE
Cave No. 70 Ajanta Cave Painting
Damaged due to graffiti from early 20th Century

MAP opened last year in Bengaluru. “We started in the ground floor of my home as the Tasweer gallery. Today, MAP is situated across from three major government museums in Bangalore. Every Tuesday, we offer free entry, along with free educational programs and public events. A recent visitor, moved by the sight of those unable to pay for tickets, generously covered the cost for everyone unable to afford them. Now, we don't turn anyone away,” Poddar shared proudly. “We've also become the most accessible museum for people with disabilities in Asia.”



***Art is an idea that can
change the world.
It challenges norms and
inspires revolutions.***

Concluding his talk in session Reputation Inspired by Emotional Quotient, Poddar emphasized the transformative power of art. “Art is an idea that can change the world. It challenges norms and inspires revolutions. Those living on society's edge often lead the way. Immersing yourself in art can be magical—it plays its role when you allow it.”

Poddar's talk at PRana 2024 was a passionate call to action, urging the preservation and celebration of Indian art. His journey from business to cultural advocacy highlights the profound impact that dedication to art and heritage can have, not only on individuals but also on society as a whole.

A portrait of Licypriya Kangujam, a young woman with long dark hair, wearing a dark blue jacket over a white shirt with a lanyard. A pink flower is tucked behind her ear. She is looking slightly to the right.

Licypriya Kangujam

Climate Activist

The Young Voice Leading the Charge Against Climate Crisis

At just 12 years old, Licypriya Kangujam is not your typical climate activist. Hailing from the lush and culturally rich state of Manipur in northeastern India, Kangujam's life has been an ongoing testament to the harsh realities of climate change and the resilience of youth-driven activism. Her journey began not in a grand hall or a high-profile conference but in the heart of a community grappling with the devastating impacts of environmental degradation.

Manipur, once known for its verdant landscapes and biodiversity, has recently been plagued by severe climate-related crises. "My state has been burning for over a year," Kangujam explained with a gravity beyond her years. Communal violence has left communities in disarray, with children displaced from schools and families living in precarious conditions. The arrival of illegal immigrants has exacerbated the situation, leading to deforestation and the cultivation of illicit crops, which in turn has triggered frequent flash floods and hailstorms.

Her own experiences are deeply intertwined with these broader environmental issues. Kangujam recalled her time in Bhubaneswar, Odisha, where she endured the ferocity of Cyclone Titli in 2018 and Cyclone Fani in 2019. Moving to Delhi, she encountered yet another form of climate-related suffering: intense heatwaves and severe air pollution. "The heatwaves and air pollution in Delhi are beyond human capacity," she said, reflecting the daily struggles she faces.

These experiences catalyzed Kangujam's transformation into a climate activist. Driven by a vision of a healthier planet and a brighter future for all children, she founded the 'Child Movement,' advocating for urgent and effective climate action. Her activism soon earned her the role of special envoy for the president of Timor-Leste, a testament to the global recognition of her efforts.

Kangujam's activism is not merely about highlighting problems; it is also about proposing actionable solutions. She emphasized the role of individual behavior in mitigating climate change. For instance, she proposed that governments should mandate the planting of 5 to 10 trees for every new construction. "Imagine if 350 million students in India each planted 10 trees every year," she said. "We could plant 3.5 billion trees annually, transforming our environment and positioning India as a global climate leader."

Her dreams extend beyond tree planting. Kangujam envisions a future where bicycles replacing motor vehicles, coal power plants being replaced with renewable energy sources, and every child having access to clean air, water, and a healthy environment. "Asking for clean air to breathe and clean water to drink is not a luxury; it's a basic right," she asserted.

Despite her youth, Kangujam faces skepticism about her involvement in activism. Yet, her unwavering belief in the power of youth to lead change drives her forward. "Age doesn't matter to make a difference," she declares. "Every child can lead the change. We are unstoppable."

Her advocacy extends to raising awareness about the interconnectedness of climate change and social issues. She highlighted the tragic reality of children in Manipur who, due to violence and environmental degradation, are out of school and suffering. "What have these children done to deserve their plight? They deserve to live peacefully and have their basic rights protected," she emphasized.



Imagine if 350 million students in India each planted 10 trees every year, she said. We could plant 3.5 billion trees annually, transforming our environment and positioning India as a global climate leader.

In her quest to bring attention to Manipur's struggles and advocate for peace and action, Kangujam carries with her a traditional gift from her homeland—a flower made from Muga silk, crafted by the HaHandloom people of Manipur. This symbol of cultural heritage and resilience is a reminder of the beauty and strength she fights to preserve.

Through her passionate advocacy, Kangujam is not just raising her voice against the climate crisis; she is inspiring a generation to believe in their power to effect change. Her story is a powerful reminder that even the smallest voices can ignite monumental movements, and that the future of our planet depends on the actions we take today.

Stories Have Transformative Power

Supriya Paul, the founder of Josh Talks, captivated the audience at PRana 2024 with her compelling vision of how storytelling can transform lives and aspirations. Her narrative was filled with insights and real-life examples that illustrated the profound impact of sharing stories and the mission of Josh Talks to inspire and elevate the dreams of millions.

Paul began by reflecting on the subtle yet profound influence of stories. "I usually like talking about myself through the stories of others," she said. "That's what we actually do." She shared a poignant example from a Jawahar Navodaya Vidyalaya (JNV) in Kaimur, Bihar—a school known for its academic success but lacking in engineering aspirants. For years, the school had seen minimal interest in science, but everything changed with one powerful story.

An alumnus, who had studied engineering and built a successful career in the U.S., returned to his alma mater and shared his journey during a morning assembly. "That one talk, that one story for 15 minutes, shaped the aspirations of that entire school," Paul recounted. "In that year, we saw three students crack the IIT exam and twelve out of eighteen choose engineering." This single instance underscored the transformative potential of a well-told story.



Supriya Paul

Josh Talks

Paul's vision for Josh Talks was to replicate such moments of inspiration on a larger scale. "What happened by accident at this particular school, can I recreate that by design for millions of young people across the country?" she posed. Her goal was to harness storytelling to elevate aspirations and shape the future of young Indians.

To achieve this, Josh Talks has analyzed the aspirations of youth across India. Paul illustrated this with a detailed map showing varied aspirations by region. "In Punjab, most people want to study abroad because of the influence of relatives in Canada. In Bihar, many aspire to secure government jobs, even if it means years of preparation," she explained.

"In Maharashtra, business is a prominent aspiration, while in West Bengal, entrepreneurship is gaining traction. The south has its unique dynamics, with women increasingly pursuing financial independence."

Paul highlighted how Josh Talks leverages storytelling to reflect and amplify these regional aspirations. "We have close to 25 YouTube channels in nine languages, reaching 200 million viewers every month," she said. The impact is tangible and inspiring. "A group of 18 women in a vulnerable community in Chhattisgarh started a business after watching a Josh talk. I'm wearing a suit made by a 23-year-old woman from Lucknow who defied societal expectations and started her online business after being inspired by Josh Talks."


The journey of Josh Talks has been marked by challenges and triumphs. Paul spoke about the early difficulties in raising capital and the struggle to fit her vision into conventional business categories. "It was hard to make people understand what we had created as a feeling," she said. "We were compared to TED globally, but we were not a non-profit foundation." Despite these hurdles, the organization persisted, driven by the impact of their work.

Paul also emphasized the emotional quotient involved in storytelling. "When you see the comments on these videos, it's not passive consumption. People are ready to take action," she observed.

Reflecting on the growth of Josh Talks, Paul noted the expansion into areas such as English learning and job placement programs for women. "We started an English learning app and a jobs placement program for women in rural UP and Bihar because we saw the need and had no good solutions," she explained. This proactive approach highlights Josh Talks' commitment to addressing the pressing needs of its audience.

In her concluding remarks, Paul reiterated, "We wake up every day, hear a story or problem, and decide what to do next. It's about using storytelling to drive change and create opportunities for growth," she said. The passion and dedication reflected in her words resonate deeply with the mission of the platform —to empower individuals through the transformative power of stories and inspire a generation to reach for their dreams.

Gaurav Sha, Founder and Director of the Indian School of Management, led the track 'Reputation Led by Country Economics'. He said, "We are taught that onward and upward is always good, downward and backward is always bad. Why should it be like that? It is the culture and it comes from the idea of growth. And this idea of growth dictates reputation."

Good 
*storytelling can ignite
a sense of passion and
urgency, motivating
individuals to act on
their aspirations.*

300Wise in focus: Social Work With Social Duty

Taking inspiration from the ancient Roman emperor Nero—a warrior known for his conquests—Alina Alam, founder and CEO of Mitti Café, realized she would be on the wrong side if she followed in Nero's footsteps. Nero, notorious for burning prisoners of war to light his parties, represented everything Alam wanted to avoid. Instead of choosing a conventional career and becoming one of Nero's metaphorical guests, Alam decided to forge her own path by volunteering with organizations focused on inclusion. She shared these thoughts on the theme of 'Reputation Led by Country Economics. She spoke on how to 'Experience the Synergy of Reputational Excellence and Economic Strategy Propelling India's Growth and Global Influence' at the inaugural edition of 'PRana 2024: Shaping the Story of India.



Alina Alam's
Mitti Café

Alam highlighted that while India has approximately 7 crore people with disabilities, the real issue is not their disabilities but the societal perceptions that exclude them from mainstream opportunities. "Our misconceptions prevent us from recognizing the potential in their abilities. I aimed to change that perception, and what better way to connect people than through food?" Alam said.

She emphasized that using food as a medium served dual purposes – generating income for people with disabilities and raising awareness about their capabilities with every meal served. "I started MITTI with no start-up capital, empty pockets, failed sales attempts, and numerous rejections. When you have nothing to lose, you are at your strongest. Scarcity fosters creativity, desperation, and a fearless attitude—traits that became valuable assets. With no money, I went door to door, shop to shop, asking people to join the movement for inclusion because no one was willing to give me money based on my appearance," Alam recalled emotionally.



Reflecting on her journey with MITTI, Alam noted that the organization now operates close to 50 cafes in partnership with various corporates. "When people with disabilities come into the public eye and showcase their abilities, the world will eventually recognize them. Our challenge is to help them see their own potential after years of rejection and bullying," she said.

During the COVID-19 pandemic, Alam's team with disabilities served over 6 million meals to economically vulnerable individuals, demonstrating that people with disabilities, given the right support, can not only support themselves but also contribute significantly to the nation.

Today, MITTI Café operates not only across corporates and key airports but has also recently launched cafes at the Supreme Court of India, inaugurated by Chief Justice DY Chandrachud, and inside the Rashtrapati Bhavan, inaugurated by President Droupadi Murmu.

In conclusion, Alam expressed her hope to impact billions of lives worldwide for whom economic independence and dignity remain unrealized.

"Let's move beyond social work and embrace social duty," she urged.



Ashish Kumar Chauhan

MD & CEO of the National
Stock Exchange of India (NSE)

Building India's Global Reputation: Bolstering Trust and Transparency in the Global Markets



After the US, China, and Japan, we are the fourth-largest market. This signifies that India is increasingly trusting not only the exchanges but also its entrepreneurs. This trust will be fundamental for India's future growth, as it aims to expand its GDP and wealth significantly in the coming years."

Outlining trust and transparency as the cornerstone of growth, Ashish Kumar Chauhan, MD & CEO of the National Stock Exchange (NSE), emphasized that the role of stock exchanges is to build and sustain trust with investors both in India and globally.

During his virtual address at 'PRana 2024,' Chauhan detailed the technological evolution of the NSE, which not only enhanced transparency but also improved operational efficiency. "When NSE began in 1994, it was the first successful automated screen-based audio matching exchange in the world. At that time, the transformative power of information technology was not widely understood or discussed with the public," Chauhan noted.

Chauhan highlighted that the NSE's primary goals since its inception were to ensure fairness, efficiency, and transparency on a national scale. "The trust we've built over the past 30 years—and aim to continue building over the next 70 or even 200 years—is our driving motivation. We aspired to be fair compared to the perceived unfairness in the stock markets of the past, and efficient in a market that was once highly inefficient in share transfers," he explained.

"What we have achieved in 30 years is remarkable. When NSE began in 1994, India had between 1 and 2 million investors. Today, we have 100 million investors. Similarly, India's total market capitalization has surged from around ₹4 lakh crore to ₹467 lakh crore."

Discussing India's growth trajectory, Chauhan noted that Foreign Institutional Investors (FIIs) now hold nearly \$900 billion of India's market capitalization. With India's total market capitalization reaching approximately \$5.5 trillion, the country ranks as the fourth largest market globally, behind the US, China, and Japan.

Chauhan also challenged the global theory that low per capita income prevents effective capital markets, as poorer populations typically do not invest or save. "India's per capita income is around \$3,000 today. No other market at this income level, or even at \$6,000, \$12,000, or \$24,000 per capita, exhibits similar growth.

He is encouraged by the sector's clear targets, including an ambitious goal to increase its GDP contribution to 20% by 2030. As a representative of the electronics sector, Sharma sees a bright future. Recent initiatives and infrastructure developments had positioned the sector to meet burgeoning demand, spurred by rising per capita income and increased consumer spending.

Sharma highlighted the evolving landscape of global competitiveness. Unlike the past, where dialogues were filled with sentiment and less grounded in data, today's conversations were driven by hard facts and objectivity. India's focus on leveraging economies of scale across twelve key sectors was a strategic move to enhance its global competitiveness.

“

*The perception of
'Made in India'
needs to be strengthened*

However, he acknowledged that perception played a crucial role in international business. Comparing India to countries like Vietnam, Sharma recognized that while India had made strides, there was still work to be done. “The perception of ‘Made in India’ needs to be strengthened,” he noted. In markets like the Middle East, there is a readiness to accept products from Malaysia but hesitance towards those from India. This perception gap is something India needs to address.

As Sharma concluded his reflection on theme Reputation Led by Vision and leadership, he said his role is not just about advancing his company or industry but about contributing to a larger narrative—one where India's brand was not only about ‘Make in India’ but also about ‘Made in India’. With a focused approach and strategic initiatives, he believes India could unlock its vast potential, becoming a formidable player on the global stage.



Suhasini Haider,
Diplomatic Editor of the
Hindu led the track
'Reputation Led by Vision
and Leadership'.

“

*Some leaders will be
remembered by cities or
businesses they build,
statues they put up, art
or films they create, the
laws they enforce, the
wars they won. Then
there will those who will
be remembered for
values they create.*

Building India's Reputation Through Self-Reliance, Manufacturing Growth, and Global Perception

The idea of 'Atmanirbhar Bharat'—self-reliant India—had been a focal point of national discourse. Curious about its true essence, Manish Sharma, Chairman of Panasonic Life Solutions India & South Asia, once posed a question to Amitabh Kant, a prominent figure in India's development and the current G20 Sherpa. "How would you describe Atmanirbhar Bharat?" Kant's response was both enlightening and forward-thinking. "It's not about disintegrating from the world but engaging with it on our own terms," Kant had said. This perspective resonated deeply with Sharma, shaping his understanding of India's path forward.

As he delved into discussions about "Viksit Bharat"—a developed India by 2047—he sought clarity from another responsible leader. The answer he received was visionary: "It means democratizing prosperity." For Sharma, this wasn't just a lofty ideal but a tangible goal that could redefine the future of his country.

Questions of leadership and legacy often weighed on Sharma's mind. He reflected on his own journey, especially during pivotal moments of career transitions and personal crises. At 44, he had found himself contemplating his future while serving on the executive board of his corporation. The question of what he would be known for lingered in his thoughts, amplified by a typical mid-life crisis—a time when many grapple with the meaning of their existence.



Manish Sharma
Panasonic Life Solutions India & SA

One day, as he drove through Rau Tula Ram Marg, the name of this historical figure piqued his curiosity. He wondered about the ambitions that individuals should set for themselves. This introspection led him to conduct an informal survey among his colleagues during office townhalls. He asked how many knew their grandfather's name. Nearly everyone raised their hands. Then he inquired about their great-grandfathers. The numbers dwindled. This exercise solidified Sharma's ambition: to be remembered not for grandiose achievements, but for passing on values to future generations, to remain healthy and influential enough to see these values take root.

Turning his focus to the broader national landscape, Sharma, while speaking at PRana 2024 organized by PRCAI, was optimistic about India's future. With a \$3.6 trillion Indian economy, the manufacturing sector, which he represents, accounts for only 15% of this figure—a figure that hadn't shifted significantly over the years. Sharma knows that for India to create sufficient jobs and sustain growth, the manufacturing sector's contribution needed to rise to at least 25% by 2047.

“

Time to Empower Individuals and Enable Them to Uplift Themselves Economically

Today, we sit adorned in branded clothes and carrying designer bags, surrounded by people who offer us comfort and support. Yet, countless voices remain unheard—voices that lack the opportunity to express their aspirations, desires, and dreams. Chhavi Rajawat, India's first female sarpanch with an MBA degree, highlighted this disparity during her address at *PRana 2024*, hosted by PRCAl on September 4, 2024.

Rajawat emphasized that the growth story we envision must include the economic well-being of the underprivileged. Speaking on the theme '*Reputation Led by Country Economics*,' she argued that true progress is impossible without empowering individuals to uplift themselves economically.

She stressed the importance of dreaming as a catalyst for achievement, particularly for those in economically disadvantaged situations. "When concerns about sustenance dominate, pursuing personal dreams can seem nearly impossible—especially when one is struggling to make ends meet," she noted.

Rajawat called for the creation of sustainable sources of income, asserting that it is a collective responsibility. "It's not just up to a specific sector or institution. Whether in the private sector or as citizens, we all need to step up," she urged.

As a trailblazer in her field, Rajawat believes she represents the aspirations of economically disadvantaged communities. "It's not about being on stage or holding titles, but about recognizing the potential in each individual," she said.

Despite ongoing discussions on these critical issues, Rajawat observed that tangible benefits have yet to materialize. "This is something that is talked about not only within our country but also by outsiders looking in," she concluded.



Rajawat also underscored the need for a refined perspective to truly grasp the complexities of economic backwardness and its inherent challenges. She explained that many fail to recognize the real growth story behind empowering the disadvantaged due to their limited viewpoints.

“We are constrained by what we’ve been taught and the lens through which we view the world. This limitation is like a car’s carburetor—if clogged or malfunctioning, it remains inefficient regardless of how much we examine it,” Rajawat concluded.

“

It's not just up to a specific sector or institution. Whether in the private sector or as citizens, we all need to step up.



Gaurav Shah

Founder & Director at Indian School of Development Management

Reputation Lead by Country Economics with Gaurav Shah

We are taught that onward and upward is always good, downward and backward is always bad. Why should it be like that? It is the culture and it come from the idea of growth. And this idea of growth dictates reputation.

”

“

Stakeholder Elation Helps Build Reputation

Nadir Godrej, Godrej Industries, recited a poem while speaking at PRana 2024 during the session on ‘Reputation Driven by Visionary Leadership’.



POEM

*There are problems in the world; each year more are unfurled.
Climate change has been there; the pandemic brought its share.
Inequality is very dire and maybe getting even higher,
And since the Russia-Ukraine war, the world has had to endure an unexpected commodity boom.*

*All these dangers constantly loom; some countries succumb to all this flak.
But we are on a better track,
And as commodity prices steadily decline, our inflation numbers should be fine.
We already know we will survive, and now there is hope we will thrive.*

*Our economy is growing fast, and there are signs that this will last.
In many ways, India is a hit, but when will we be 'vikshit'?
'Vasudhaiva Kutumbakam' has a very soothing hum;
As our slogan for the G20, it certainly helped us plenty.*

*It works for us everywhere—a brilliant concept we widely
Globally, we should spread the word, but back home too, let it be heard.
Once we talk of 'us' and 'them', unfortunately, we condemn.
Diversity is our strength; we should go to any length.*

*And in all organizations, we should see the broadest reach of diversity.
Not only is it fair and right, but it also gives us the best insight.
Since life is full of many hard knocks, we need to think outside the box.
Diversity is the perfect aid when we are required to wait;
Through troubled waters or quagmires, unusual thought is what inspires.*

*Diversity in every dimension and every aspect we should mention—
Ability, gender, caste, or creed; with diversity, we can succeed.
Diversity is easier said than done; over time, it can be won.
In our group, this value is strong; we have been at it for very long.*

*The DEI lab has a role of helping us pursue the goal.
Parmesh Sahni takes the lead; the lab will help us all succeed.
Some companies are at the fore, but our nation needs to do much more.
On equal opportunity, we should insist; if collectively we all persist,
The fruits of joy we will all enjoy—every Indian girl and boy.*

*Women's safety must be ensured; abusive behavior must be cured.
If women can fully participate, economic growth can be great.
The South indeed is a trendsetter, so their outcomes are that much better.
With equality in our sights, all of India can reach great heights.*

*Ardeshir was our illustrious founder; we could have asked for anyone sounder.
Though just a lawyer by profession, invention was his true obsession.
Mahatma Gandhi was a friend; self-rule then the future trend.
Ardeshir once pointed out he had a serious doubt:
That deep economic dependence might preclude our independence.*

*A point Mahatma conceded, but he then promptly proceeded
To turn the table on his friend and asked him to work toward this end.
And so he set up his business venture, which proved to be quite an adventure.
Ardeshir's focus was invention; his single-minded intention was to prove that we could do it.*

*It could be done, and he knew it, for Indian goods could be the best,
Surpassing the British in every test.
He scorned the thought of protection; we can prevail with perfection,
And that he knew he could achieve; his customers could all perceive.*

*His products were the very best; he constantly put them to the test.
He always had in his sight total customer delight.
To great heights, he would aspire; his safe survived ordeal by fire.
In World War II, a ship exploded; the outer walls of the safe eroded,
But the inner contents were intact.*


*And even when thieves attacked, they could barely penetrate. Sometimes the plates were
slightly bent,
But his safes would never break,
And the thieves could never take any goods his safe secured.
For years and years, his fame endured; there was no limit to his scope.
He worked as hard in tackling so,
For many years he tried his hand until he could well understand the ins and outs of making
soap.*

*To vegetarians, he gave new hope.
The other makers were all callow, filling their soaps with lard and tallow,
And that too rendered in the street, which could not meet the proper standards of hygiene.
Indeed, it was a sorry scene.*

*Thanks to his diastole, soaps could now be made from oil.
He set the trend of innovation to build our nation.
In all our businesses now, we see a renewed focus on R&D.
And India needs to spend much more; we should not lag but be at the fore.*

*We should pursue innovation in the service of the nation.
And here I think we need to utter, be very careful to Michael Porter,
For shared value, there is no cost; for doing good, nothing is lost.
To remove societal pain and combine it with business gain,*

*To create a sustainable chain of endless mutual benefits—
This concept is a tremendous hit; we thought we should also try
And see if we could apply this philosophy to our group.
Our employees also joined the loop.*



*In 2010, studies were commissioned, and then with the help of Dasra,
Our new program was one we aptly named Good & Green.
And what a journey it has been.
How do we define our role? What could be a proper goal?*

*The UN has a lengthy list; so in recounting, some would be missed.
So I will focus on just three that I think would be the key
For all the others to fall into place and enable us to win the race:*

*All of these can be seen in our program Good & Green.
All industry should play a role in the carbon-neutral goal;
Emissions should be reduced; more green energy should be produced.*

*And so, without partiality, our goals toward neutrality,
Whether water, carbon, or solid waste,
And very soon make a case to make our net emissions zero.
Will that make the group a hero?*

*In 2010, the goal looked tall, but we took a reasoned call.
Technology will save the day; so far, it has turned out that way.
To achieve these goals, we will strive to do it all by 2035.
As technology takes a leap, green energy gets very cheap.*

*Keen observers quickly saw that solar also tracks Moore's Law.
With the groundnut shell or bagasse, India is full of biomass.
High-energy bamboo is on the way; a major role it can play.
At first, we thought we would have to spend, but that is not true for us in the end.*

*The more we thought and slaved, we did invest,
But we also saved.
When solar also gets cheaper and as we start digging deeper,
As India has set the goal of being cheaper, even with coal,
Our cost of water is not so high; therefore, we attempt to reduce our water consumption.*

*But to say it is a safe assumption, our water use won't disappear.
To be neutral, I fear we will have to mitigate.
Fortunately, I can state that developing a watershed does not cost much.
Instead, our agri-business can benefit; there are many parts that we can see.*

For achieving carbon neutrality, but the cheapest certainly through energy efficiency.

*Our interest rates are rather low, and high returns quickly flow
From any energy-saving device.*

For business, this is very nice; not only are our returns quite brisk,

There is also very little risk.

*The vision that we should now share
Is a brave new world both green and fair.*

The environment isn't all; on society, let us take a call.

Lack of health and education leads to the perpetuation of inequality through generations in almost all our nation.

*Without good health, you never learn; if you do not learn, you cannot earn.
For health as well as climate change, it certainly isn't strange
That prevention is better than cure.*

*On public health, we should spend; it is much cheaper in the end.
With little cost and greatest ease, we could reduce lifestyle disease.
At any rate, I am quite sure we would spend less than that for a cure.
To achieve this goal, businesses could play a role*

*Through business models and CSR; together, we can go quite far.
Similarly, through education, we can serve ourselves and the nation.
We must build high levels of trust; inclusion is indeed a must.
Sustainability and innovation help our businesses and the nation.*

*Good thoughts, good words, good deeds are indeed what succeeds.
It is stakeholder elation that helps to build a reputation.
If business keeps this view in sight, India's future will be bright.*

Redefining Indian Cinema with Stories That Break Boundaries



Guneet Monga

Academy Award-winning Filmmaker,
Sikhya Entertainment

Whenever film producer Guneet Monga stepped into yet another high-profile film meeting abroad, the room seemed to murmur with preconceived notions—Indian cinema, to them, was synonymous with elaborate costume dramas, melodious songs, and dance numbers. It was a stereotype as persistent as the endless chatter of the city outside. But, Monga wasn't one to be swayed by the weight of global misconceptions.

She approached such situations with a serene confidence, her eyes reflecting a vision far beyond the conventional views. "Let me tell you something," she began, her voice carrying the weight of a thousand untold stories. "Indian movies are more than just costume dramas. Look at '*Masaan*,' '*Gangs of Wasseypur*,' and '*Lunchbox*.' We're not confined to a single narrative. If you were to sum up Indian cinema in one sentence, it would be: everything, everywhere, all at once," she said while speaking at PRana 2024.

Her words painted a vivid picture of the Indian film industry's vast and intricate landscape. She spoke of its expansiveness, likening it to a mosaic of various cinematic traditions—Malayalam, Tamil, Hindi, Punjabi, among others—each with its unique audience, superstars, and storytelling traditions. "We're like a world of cinema unto ourselves," she declared, "an amalgamation of cultures and narratives that spans continents."

She flashed back to the 2023 Oscars—a night when Indian cinema truly shimmered on the global stage. There was S.S. Rajamouli's epic 'RRR,' Shaunak Sen's poignant documentary 'All That Breathes,' and Kartiki Gonsalves' touching 'The Elephant Whisperers.' "To see these films recognized," she said, her voice filled with pride, "was a testament to the diversity and depth of Indian cinema. Representing India on such a grand stage, with a Telugu magnum opus, an environmental documentary, and a story about elephants—it's the very essence of who we are."

Despite this momentous recognition, Monga believes that Indian cinema has only scratched the surface of its global impact. She spoke with an infectious excitement about the future, brimming with possibilities and untapped potential. "We have incredible storytellers and stories yet to be told," she continued. "It's about connecting those dots and bringing more producers into the fold to further these narratives."

Monga's journey wasn't an easy one. She recalled how, initially, she had to carve her own path, creating a 'tribe' of filmmakers and actors. Her approach was simple but profound—one story at a time. "In my world, it's always about finding the story first," she explained. "The power of the story leads to finding the money, and then the actors. I've mostly worked with first-time directors and actors, focusing on the heart of our country's narrative."



“

We're a young country with endless potential, she said.

Everyone has a phone or a digital camera now, and that opens up so many new avenues for storytelling.

One of her personal dreams is to create a film about the legendary Brown Panther, symbolizing her commitment to showcasing the richness of Indian stories. To her, India is not just the land of snake charmers but a thriving hub of technology and innovation.

Monga was particularly excited about how technology and digital platforms such as Netflix and Disney Hotstar were revolutionizing distribution. "We're not just reaching our diaspora anymore," she said. "With films like 'Kill,' which was released in over a thousand US screens, we're breaking out of traditional boundaries. It's about consistency and innovating with distribution."

To sum it up, Monga's words lingered in the air, a powerful testament to the future of Indian cinema. She had not only challenged outdated perceptions but had also set the stage for a new era of storytelling—one that was expansive, inclusive, and poised for global recognition. And with each story she helped bring to life, she was weaving a vibrant tapestry that would soon captivate the world.

Building Brand Reputation Through Aspirations and Green Innovation

India is a land of aspirations and limitless possibilities, Santosh Iyer, MD & CEO of Mercedes-Benz India, said while outlining the roadmap for "how to shape tomorrow's mobility" during the inaugural edition of *PRana 2024: Shaping the Story of India*.

Addressing the event virtually, Iyer noted, "On one side, we have a large population with dreams. We are also the fifth-largest economy with aspirations to climb several ranks on the ladder. When I talk about Mercedes-Benz, you know it's one of the most recognized symbols and a dream for many young people."

Reflecting on his over two-and-a-half-decade journey in the automotive sector, Iyer highlighted the key transformations in India over the last quarter-century, which are evident in the automotive industry. "There is a rising demand across the spectrum—from small cars and sub-4 meter vehicles to SUVs, premium cars, and, recently, luxury cars. There is a very strong demand emerging for most of our models,"



Santosh Iyer
Mercedes-Benz India



Discussing 'Shaping Tomorrow's Mobility and Making India Aspirational', Iyer remarked that driving a Mercedes-Benz captures the dreams of many people and consumers in India. "In fact, when I speak to my colleagues in the communications department, we often discuss whether there could be a Mercedes-Benz index, similar to the Big Mac index, which tracks economic growth in various markets. This index could correlate the growth of Mercedes-Benz, the market's aspirations for the brand and its economic framework."

Outlining a future growth roadmap, Iyer expressed optimism about "good consumption and our growth trajectory". He noted that Mercedes-Benz has been in India for 30 years and is now witnessing growth not just in sales numbers but also in aspirations. "We have been in India for 30 years, but in the last five years, the growth has been remarkable. This includes not only car sales but also the sheer level of aspiration—evidenced by the number of showroom visits, the letters from kids wanting to own these cars, and the desire to drive these fantastic machines. This truly captures the aspirations of India."

Regarding future dynamics, Iyer said, "There are discussions about India's capital expenditure for manufacturing, the role of AI, and a focus on exports. But personally, I believe it's a changing world, and we need to find our own space. What can be India's mantra for participating in the global economy?"

Iyer suggested that transitioning to a green economy could be India's path to not just decarbonizing but also establishing a prominent global presence.



For us, green energy is a key focus, with advancements in green hydrogen and ample availability of solar and wind power. Moving from being a net importer of energy, India could become an exporter of green energy. This could be a unique recipe for success and transition.



Literacy India's Captain Indrani Singh and UNICEF's Dhuwarakha Sriram in a fireside-chat on Reputation Driven by Social Elevation



Captain Indrani Singh emphasized the need for a unified language in skill development to bridge gaps and foster collaboration, alongside Dhuwarakha Sriram, highlighting purpose-driven leadership for societal progress.

Captain Indrani Singh, the world's first woman to fly the Airbus A-300, emphasized the need for a unified approach to skill development during her remarks at the fireside-chat titled "Reputation Growth with Social Elevation. Witness how purpose-driven leadership and social commitment set new benchmarks for societal progress and enhance India's global narrative of an equitable nation.

At the inaugural *PRana 2024: Shaping the Story of India*, Singh argued for the adoption of a common language as a means to bridge the skills gap and foster effective collaboration in addressing new challenges. "To improve the future, which involves skill development, we need a unified language. States must decide on a common language," Singh said. She highlighted that a shared language is crucial for forming strong partnerships and tackling emerging issues.

Singh participated in a fireside chat on the theme Reputation by Social Elevation alongside Dhuwarakha Sriram, Chief of YuWaah, Youth Development and Partnerships at UNICEF India. PRana 2024, hosted by PRCAI, brought together 20 key opinion leaders, over 100 C-suite executives, and top communicators. The convention focused on industry growth, the importance of compelling narratives, and their role in inspiring change, fostering innovation, and contributing to the country's progress.

Reflecting on her career, Singh shared,

"Once I reached the top, I realized the immense responsibility that came with it. After a few flights, it became routine, and I questioned whether this was truly what I sought in life. That was a pivotal moment for me."

She described her subsequent journey as one of searching for purpose-driven leadership and social commitment.

Dhuwarakha Sriram discussed the challenges and frustrations of collaborating with diverse stakeholders for broader social impact. "It's often frustrating and challenging, but I believe deeply in making a larger impact and giving back to society. Working for an organization focused on children and women gives me a privileged position," Sriram said.

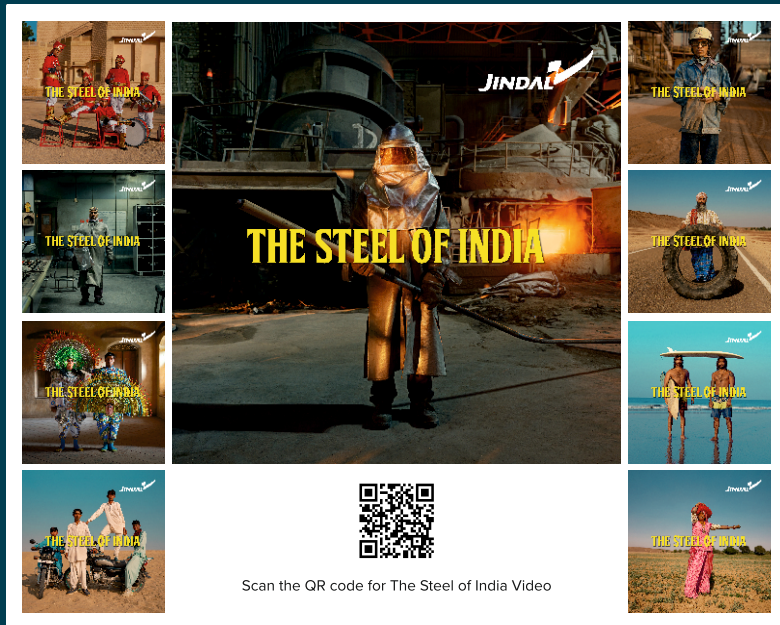
Sriram emphasized that effective collaboration involves ensuring that every stakeholder has a role. "While government collaboration is common, we have expanded our partnerships through YuWaah. Private sector involvement is crucial to ensure that youth are not just heard but actively participate in conversations," she added.



This final session was moderated by moderator **Fatima Mahadi Karan**, who concluded that the key themes that had emerged during PRana 2024 were –
the idea of doing more,
the idea of achievement and
the idea of giving back.



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